

3 Tips To Make Your Website More *Email-Friendly*



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If you are doing everything in your power to drive online traffic to your website, shouldn't you be using your website to convert visitors to become subscribers to your email list?

By utilizing email marketing, you will no longer need to depend so heavily on visitors seeing your social media posts or paying for a multitude of ads. With email marketing, you will be able to communicate to your audience when you want to.

I am not saying cut out social media completely but think of it as a customer journey. They see your post or ad, they go to your website and then sign up for your email list. How do you accomplish this?

Here are 3 tips to make your website more email-friendly.

1. **Have a static sign up form on your website.** Static meaning that it is always there to visitors when they come to your website. This could be a bar that is at the top of your pages, a link in the footer or perhaps a sign-up form embedded on your contact page.
2. **Setup an exit intent pop-up.** When users navigate to close the web page, a pop-up will appear asking if they want to join your email list. Pop-ups still continue to be the most effective way to get users to join your list on your site. By having the pop-up form at the end of their viewing experience, instead of the beginning, it gives them a chance to learn more about you upfront, rather than you are hitting them with that message right away.
3. **Create a lead magnet.** Yes, you need to do this. People tend to be inbox-sensitive today. Especially with the amount of companies and organizations trying to get



customers to sign up for their lists. The lead magnet should be some content that relates to your audience and is enticing enough to get them sign up to receive your freebie. By doing this they will be more willing to hang out on your list if there is something in it for them.

These steps are pretty simple to do and shouldn't take more than a day to put them in place. Once you add or update these components to your website, you are moving yourself further down the path of **creating a fool-proof marketing funnel for your business.**

One more tip: an [online marketing strategy](#) is most effective when you have goals and purpose. By setting up the goal up front and creating the process around it, it is easier to stay on track.

Are you interested in having a conversation about your goals and what strategy works for you?

[Contact me today](#)

